

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

Client No. 52579

The Assignee hereby revokes all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

The Assignee hereby appoints

BARNES & THORNBURG LLP, Customer Number:

23644

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

The address with the Customer Number:

23644

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City		State	Zip
Country			
Telephone		Fax	

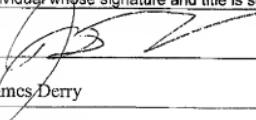
Assignee Name and Address:

ARBITRON INC.
9705 Patuxent Woods Drive
Columbia, MD 21046-1572

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	8/17/2010	
Name	James Derry	Telephone		410-312-8000
Title	Associate General Counsel & Chief Intellectual Property Officer, Legal & Business Affairs			